

**Service Outcomes Assessment Follow-Up
2023-2024 Service Outcome (SO) Year End Reporting Form**

In response to SACSCOC 8.2, “The institution identifies expected outcomes, assesses the extent to which it achieves these outcomes, and provides evidence of seeking improvement based on analysis of the results ...”

Name of Service: Seymour Johnson Air Force Base Educational Office

Outcome #1: Develop and implement a plan to support students that have been admitted so that students participate in advising sessions and follow through with enrollment.

Action Items from 2022-23 Service Outcome Year-End Report:

Item #	Action Items: (Action item identified in the 2022-23 service outcome year-end report.)	Results / Use of Results: (Provide results of the action item identified. Was the action item successful? If not, did you want to continue this action item going forward? If so, please include this action item in the 2024-2025 action items table below.)
1	Contact all applicants via email/phone to increase communication. (Assessed by: Track numbers of applicants using data provided by the Admissions office.)	We were able to build a spreadsheet with all applicant's information to better track incoming student information. We were successful in reaching out to all students via email or phone. It was successful and we will continue this action item.
2	Provide students an advising and registration opportunity. (Assessed by: Track the number of applicants to follow through to registration.)	We were able to develop an appointment system to help provide opportunities for students to book advising appointments. We will continue this action item.

Baseline: N/A # (this is a new service outcome with no previous data)

Standard: 8

Target: 12

Month	Year	# Applicants	Contacted via Phone	Contacted via Email	# Enrolled
OCTOBER	2022	5	X	X	3
NOVEMBER	2022	1	X	X	1
DECEMBER	2022	3	x	x	3
JANUARY	2023	5	X	X	4
FEBRUARY	2023	4	X	X	4
MARCH	2023	3	X	X	2
APRIL	2023	0	NA	NA	0
MAY	2023	8	X	X	7
JUNE	2023	3	X	X	3
JULY	2023	8	X	X	6
AUGUST	2023	7	X	X	6

SEPTEMBER	2023	2	X	X	2
OCTOBER	2023	4	X	X	3
November	2023	NA	NA	NA	NA
December	2023	9	x	x	
January	2024	0	NA	NA	0
February	2024	NA	NA	NA	NA
March	2024	NA	NA	NA	NA
April	2024	NA	NA	NA	NA
May	2024	NA	NA	NA	NA
June	2024	NA	NA	NA	NA
July	2024	5	x	x	NA
Aug	2024	4	x	x	NA
Total Applicants		53	Total Enrolled		44
		as of 10/23/24			as of 10/23/24

Provide narrative for analysis of (ensure admitted students become enrolled). *(How will you use this data to improve the effectiveness of your service unit? Please discuss any changes you intend to address that may improve the effectiveness of your service unit.)*

There was previously no way to track students who were new/current. Within the past year an internal (departmental) spreadsheet was created to document all the important information for each new applicant. This aided in our ability to effectively make contact with new students. Within the last year we were able to implement an advising appointment system for our SJAFB students. This has helped to track and give them the opportunity to book a time based on their availability. This streamlined the opportunity for them to move from admitted to registered. We will continue to use both of these action items next year. The data for this outcome is not complete due to the change in personnel twice in the last year. Data that was inputted was what data the Director had. Other data is not accessible due to the personnel not being here.

2024-2025 Action Items:

Item	Action Items <i>(What actions can be taken to increase the success of the outcome in your service unit?)</i>	Assessment of Action Items <i>(How will you assess the results of action items?)</i>
1	Contact all applicants via email/phone to increase communication.	Assessed by: Track numbers of applicants using data provided by the Admissions office.
2	Provide students an advising and registration opportunity.	Assessed by: Track the number of applicants to follow through to registration.

Outcome #2: Increase awareness of base programs and classes through marketing and recruitment events.

Action Items from 2022-23 Service Outcome Year-End Report:

Item #	Action Items: (Action item identified in the 2022-23 service outcome year-end report.)	Results / Use of Results: (Provide results of the action item identified. Was the action item successful? If not, did you want to continue this action item going forward? If so, please include this action item in the 2024-2025 action items table below.)
1	Meet with WCC marketing department to create a targeted marketing for the base. (Assessed by: Meet with the marketing department to create new advertising.)	Due to the nature of SJAFB, we are limited in our footprint on the base. We did work with marketing and communications to develop SJAFB specific flyers to post. We also created advising sheets tailored to active-duty students to help them through the process. We will continue this action item.
2	Attend functions to recruit new students. (Assessed by: Program coordinator for SJAFB programs will participate in recruitment functions such as the Job Fair/Education event (by invitation only) on base; Military night on WCC campus; Wayne Co Fair; Air Show (75th anniversary); Veterans events; Pickle Festival and other community events. This will be tracked on the PD form.)	We were able to recruit new students and generate interest by attending several college and local events (SJAFB Job Fairs, SJAFB Air Show, WCC Senior Night). We will continue this action item and grow our connections by being involved in upcoming fairs and functions.

Baseline: N/A(% or #) (This is a new outcome with no previous data)

Standard: Attend 3 events

Target: Attend 5 events

Event Date	Event Title	Event Hours
3/8/2023	SJAFB Job Fair	4
	SJAFB Job Fair and Spouse	
05/10/2023	Appreciation	4
11/15/2023	SJAFB Job Fair	4
11/1/2023	Senior Night	3
10/26/2023	Trunk or Treat	3
09/28/2023	Wayne County Fair	2.5
08/14/2023	Convocation and Division Meeting	3
08/16/2023	Safe Colleges	3.30
05/20/2023	SJAFB Air Show	3
11/16/2023	WCC-ECU Lets Connect	2
02/04/2024	Reserves Education Fair on SJAFB	4
05/08/2024	Education and Employment Fair	4
Total Events Attended: 9		29.8 Total Event Hours

Provide narrative for analysis of (marketing and recruitment events). (How will you use this data to improve the effectiveness of your service unit? Please discuss any changes you intend to address that may improve the effectiveness of your service unit.)

For our goal to increase awareness of base programs and classes through marketing and recruitment events, we were able to come up with new ideas and generate new ways to promote Wayne CC at the base. Due to changes in personnel, we do not have access to the list of PD events attended in the last year. We will continue to track our footprint and initiatives in the next year with our new personnel.

2024-2025 Action Items:

Item	Action Items (What actions can be taken to increase the success of the outcome in your service unit?)	Assessment of Action Items (How will you assess the results of action items?)
1	Meet with WCC marketing department to create a targeted marketing for the base.	Assessed by: Meet with the marketing department to create new advertising.
2	Attend functions to recruit new students.	Assessed by: Program coordinator for SJAFB programs will participate in recruitment functions such as the Job Fair/Education event (by invitation only) on base; Wayne Co Fair; Air Show; Veterans events; Pickle Festival and other community events. This will be tracked on the PD form.

Approvals

1. Using DocuSign (electronic signature), the Office of Institutional Effectiveness (IE) will review and approve the Program/Service Outcome Assessment when completed by the responsible program/service personnel.
2. Using DocuSign (electronic signature), appropriate Department Chair, Division Dean, Director, and/or AVP is asked to read and approve the Program/Service Outcome Assessment.

IE Acceptance / Date: Dorothy Moore 10/25/2024

Department Chair, Dean, Director, and/or AVP / Date: Laura Buddin 10/27/2024